

Decision of the ADVERTISING REGULATORY BOARD

Complainant	Bruce Mackie
Advertiser	Traveller24.com
Consumer/Competitor	Consumer
File reference	Traveller24.com – Bruce Mackie
Outcome	Undertaking
Date	9 April 2019

The Directorate of the Advertising Regulatory Board has been called upon to consider a complaint lodged by Bruce Mackie website advertising by Traveller24.com.

Description of the advertising

The advertising is for a Zululand Battlefields 4x4 Adventure, and only listed the VAT exclusive price

Complaint

The Complainant took issue with advertising only listing the VAT exclusive price. The Complainant submitted that this is illegal.

Response

The Advertiser submitted that it has addressed the issue with the supplier which provided the content, and has corrected the advertising in question. In future, the advertising will include the VAT inclusive price.

Application of the Code of Advertising Practice

The following clauses were considered in this matter:

Pricing policy – VAT - Clause 19.4 of Section II

Decision

Having considered all the material before it, the Directorate of the ARB issues the following finding.

The main objective of the Advertising Regulatory Board is to protect consumers from advertising that contravenes the Code of Advertising Practice. In the vast majority of instances where advertising is found to contravene the Code, the ARB will require the advertising to be withdrawn or amended.

In this matter, the advertiser has amended its advertising in a manner that appears to address the complaint at hand.

The ARB Directorate is satisfied that the amendment by the advertiser is unequivocal and addresses the complaint before it, and therefore accepts this undertaking in resolution of the matter.